

## ORDER



**KSNV**

Orders	Order / Rev:	103576
	Alt Order #:	06829900
	Product Desc:	HELLER FOR SENATE
	Estimate:	
	Flight Dates:	08/29/12 - 09/04/12
	Original Date / Rev:	06/26/12 / 08/30/12
	Order Type:	GENERAL

Primary AE: Amy McCreary  
Sales Office: BLPHI  
Sales Region: National

Agency	Name:	<u>Strategic Media Services, Inc.</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>3299 K St. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate <i>1/16</i>
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:05:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/04/12	50	\$37,100.00	\$31,535.00	September 2012	50	\$37,100.00	\$31,535.00	0.00
					Totals	50	\$37,100.00	\$31,535.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amv McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Order / Rev: 103575  
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 Flight Dates: 08/29/12 - 09/04/12

Advertiser: Heller, Dean for U.S. Senate  
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 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$400.001	0.00	NM		3	\$1,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --WTF-- 3 \$400.00 0.00															
E 2	KSNV	09/03/12	09/04/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-----	:30	2	\$400.001	0.00	NM		2	\$800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 MT----- 2 \$400.00 0.00															
E 3	KSNV	08/29/12	08/29/12	M-F 6-7a WakeUp w/WagM	6-7a		--W-----	:30	1	\$700.001	0.00	NM		1	\$700.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --W----- 1 \$700.00 0.00															
E 4	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 M----- 1 \$700.00 0.00															
E 5	KSNV	09/04/12	09/04/12	Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 1 \$1,400.00 0.00															
E 6	KSNV	08/30/12	08/30/12	Today Show	CM	658a-9am	---T---	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 ---T--- 1 \$1,400.00 0.00															
E 7	KSNV	08/29/12	08/31/12	M-F Today Show II 3rd HDM	9-10a		--W-F--	:30	2	\$500.001	0.00	NM		2	\$1,000.00
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --W-F-- 2 \$500.00 0.00															
E 8	KSNV	09/04/12	09/04/12	M-F Today Show II 3rd HDM	9-10a		-T-----	:30	1	\$500.001	0.00	NM		1	\$500.00
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 1 \$500.00 0.00															
E 9	KSNV	09/03/12	09/04/12	M-F Today Show III 4th HDM	10am-11am		-T-----	:30	2	\$325.001	0.00	NM		2	\$650.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 2 \$325.00 0.00															
E 10	KSNV	08/29/12	08/31/12	M-F Today Show III 4th HDM	10am-11am		--WTF--	:30	3	\$325.001	0.00	NM		3	\$975.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 --WTF-- 3 \$325.00 0.00															
E 11	KSNV	08/30/12	08/31/12	Noon News	CM	12-1230pm	---TF--	:30	2	\$425.001	0.00	NM		2	\$850.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12 09/02/12 ---TF-- 2 \$425.00 0.00															
E 12	KSNV	09/03/12	09/04/12	Noon News	CM	12-1230pm	-T-----	:30	1	\$425.001	0.00	NM		1	\$425.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12 09/09/12 -T----- 1 \$425.00 0.00															
E 13	KSNV	09/03/12	09/04/12	CM	5-630p	MT-----	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00	

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KSJV